The Power of Media

Sell	*Spin*
Convince	*Inspire*
Entertain	*Motivate*
Inform	*Advocate*
Promote	*Persuade*

The Power of Interpretive Media

To enhance visitor experiences

To inspire care for park resources

The Power of Interpretive Media

To connect the audience

-- intellectually and emotionally --

to the meanings and significance

of park resources

Interpretive Structure of Media

- *Effectively creates, alters and/or manipulates a physical space or environment*
- *In a way that facilitates a connection between the interests of the audience and the meanings of the resource*

Interpretive Structure of Media

Elements of the Interpretive Equation:

KR = Knowledge of the Resource

KA = Knowledge of the Audience

AT = Appropriate Techniques

Applied in two ways:

Content

Space/environment

Interpretive Structure of Media

Apply KR, KA and AT to the selection and development of the media product's *content*:

- *Themes and objectives*
- *Info/graphics/objects/resources (tangibles)*
- *Meanings, significance and universal concepts (intangibles)*
- *Development and association of tangible/intangible links*
- *Conceptual accessibility (comprehension, complexity, reading level, etc)*

Interpretive Structure of Media

Apply KR, KA and AT to the selection and development of the media product's *space*:

- *Layout and design*
- *Flow and direction*
- *Physical organization and structure (hierarchy and/or layers)*
- *Use and presentation of tangibles*
- *Interrelationsips*
- *Interactive elements*
- *Physical accessibility*

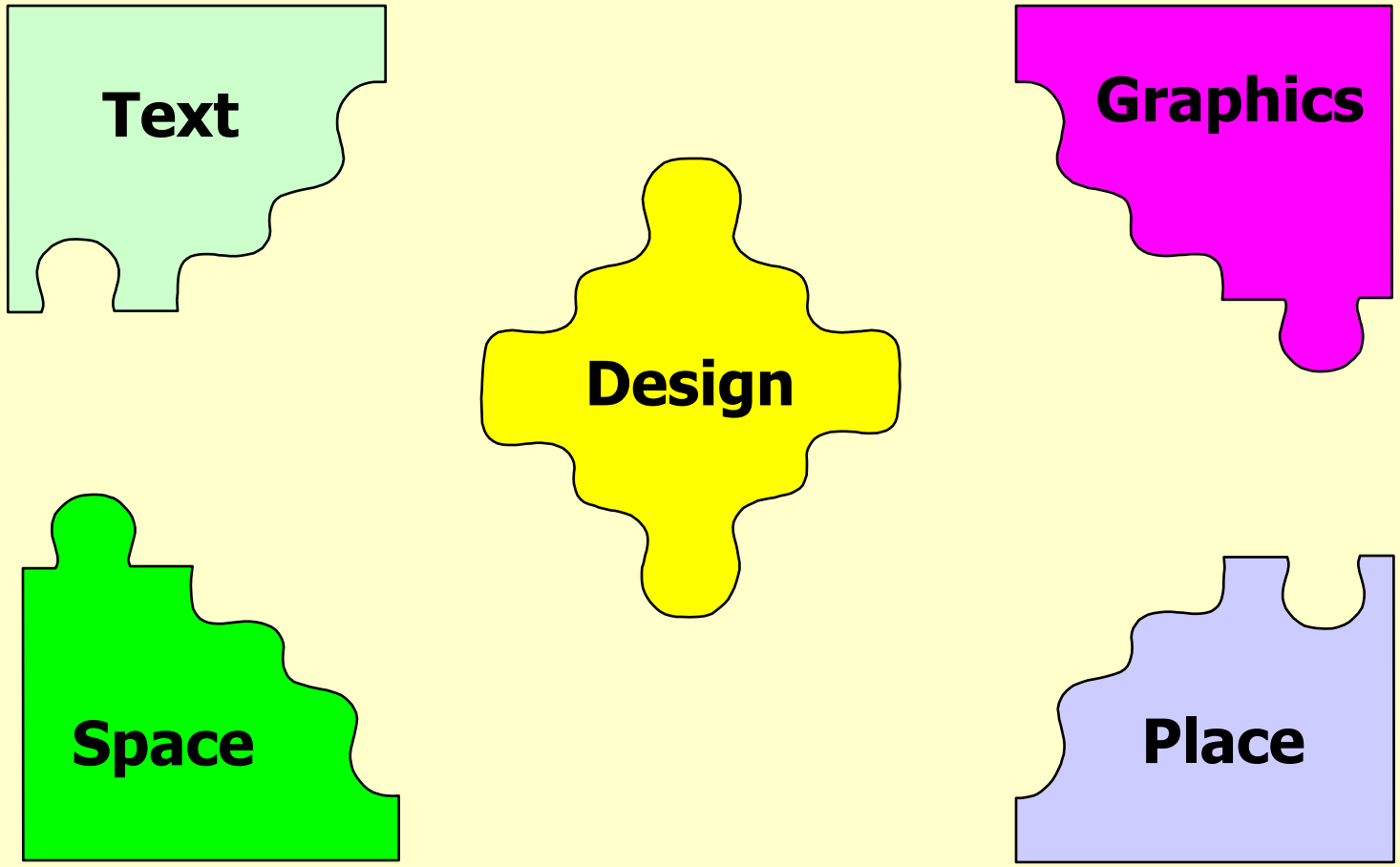
Interpretive Structure of Media

An interpretive media product presents an organized structure or framework of tangible/intangible links that are effectively developed

*--through a **planned association** of text, graphics, objects, design and other media elements --*

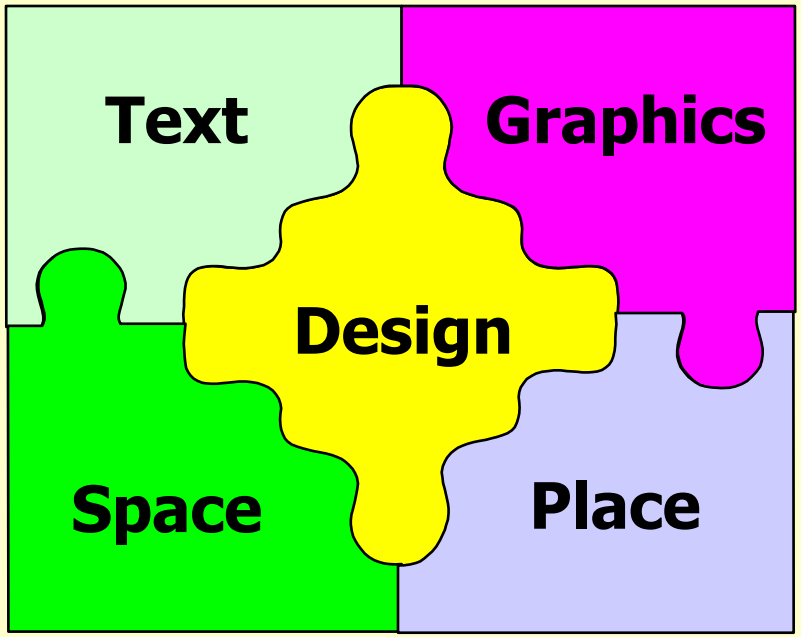
to facilitate opportunities for the audience to make their own intellectual and emotional connections to resource meanings.

Interpretive Media Elements

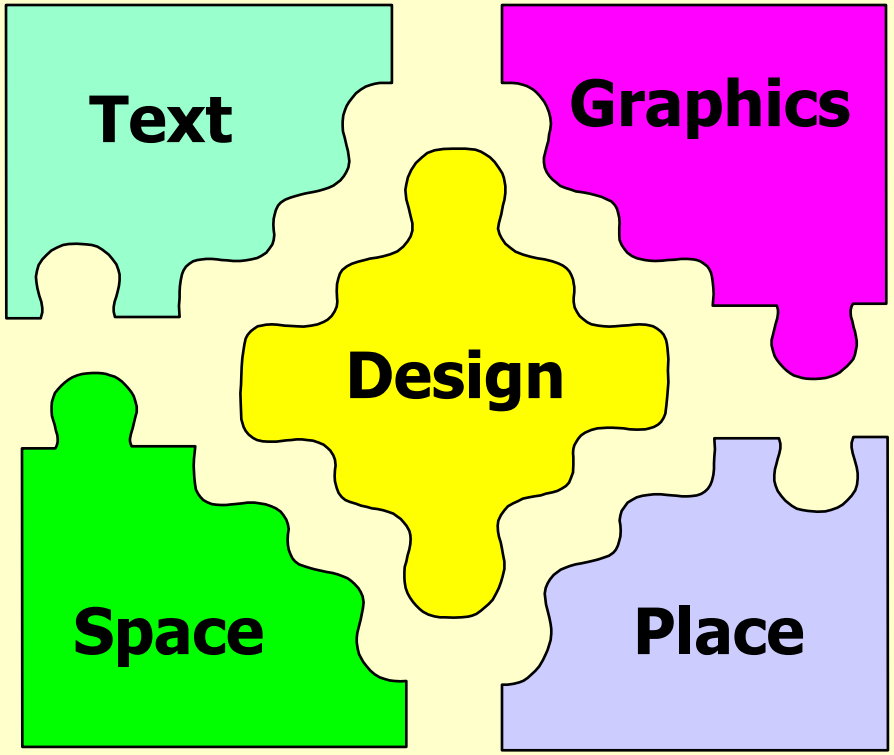


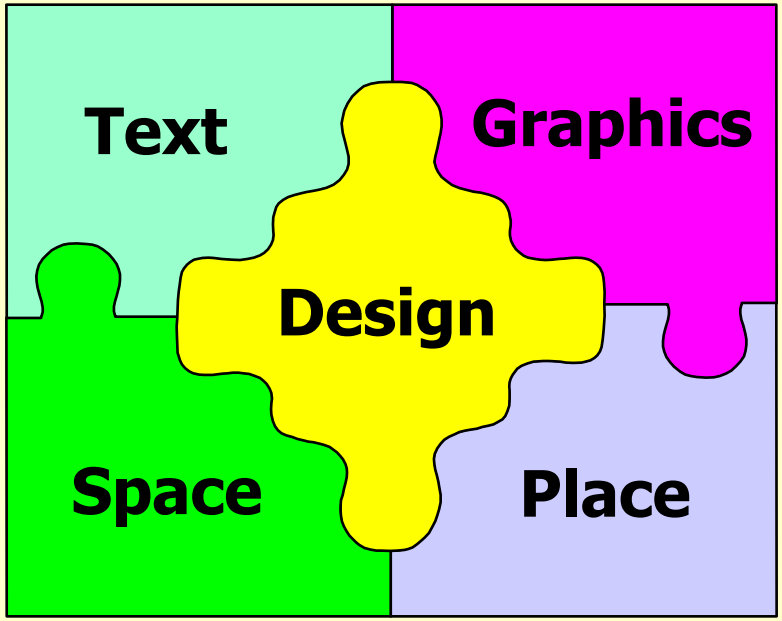
Successful Interpretive Media

The text, graphics, design and other elements ***work together*** to create opportunities for the audience to form their own intellectual and emotional connections with the meanings/significance inherent in the resource.



How does each element contribute to convey resource meanings?

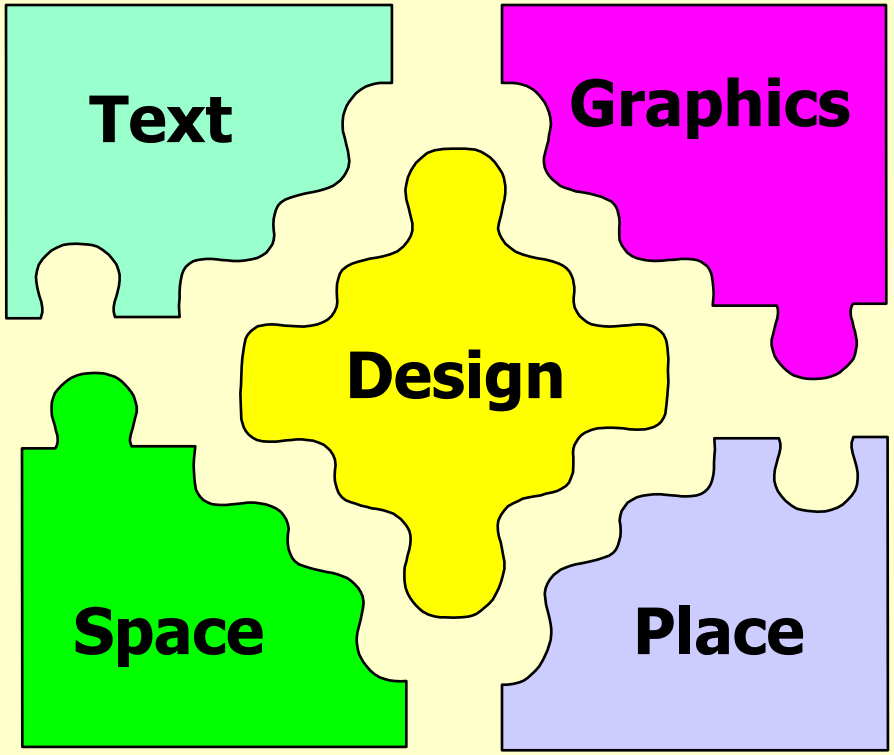


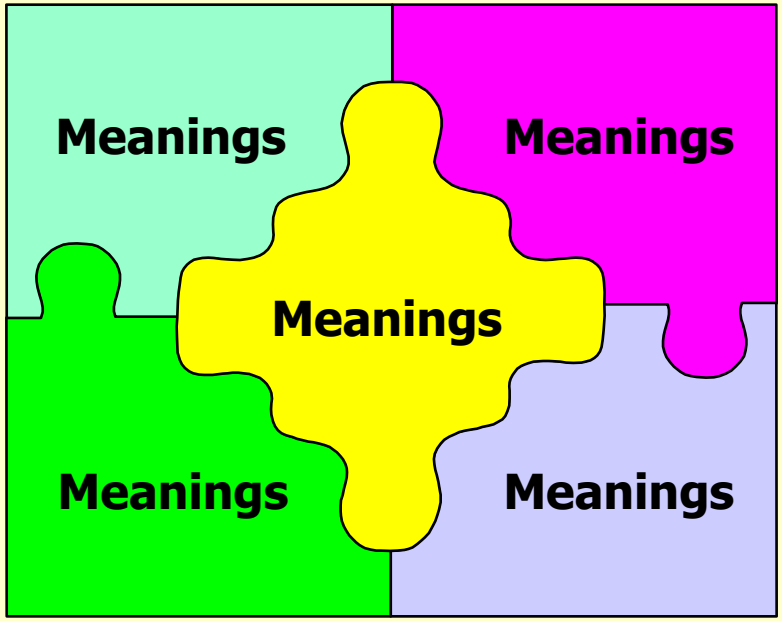


How do the elements *work together* to enhance access to resource meanings?

The Power of Interpretive Media

ALL elements work together for maximum access to *meanings*





Types of Writing

- Scientific or historical
- Technical
- Informational
- Creative writing
- ***Interpretive writing…***

  Draws from technical, informational, scientific, historical, and cultural sources and incorporates creative techniques; intends to result in a response from the readers by connecting them emotionally and intellectually to the meanings and significance of the resource(s) being interpreted

Effective Interpretive Writing

- Uses a variety of interpretive and literary techniques to develop links to resource meanings

- Provides a clear focus for the reader

- Says something meaningful – develops a meaningful idea rather than relying primarily on a chronological narrative or a series of facts

A Meanings-Based Approach for Media Text

Based on the goals/objectives for the project, develop ideas for an overall theme that uses universal concepts to establish the "so what."

If possible, consult with a designer at the beginning and throughout the process – encourage them to begin ***designing to the meanings*** you will write about in the text.

Decide on a topical division of the subject matter (panels or sections of the exhibit or series of waysides or sections of the webpage).

Develop a sub-theme for each section that says something meaningful about the topic, and supports the exhibit's overall theme.

A Meanings-Based Approach for Media Text

Develop draft text for each section that supports the sub-theme; use your limited space wisely to speak to the meanings.

Discuss the first rough draft of text with the designer; explore additional ideas/approaches for layout and graphics.

Continue to refine the text and work with the designer to develop a layout/graphics plan that supports the meanings in the text.

Wolves -- Social Predators

The social life of the wolf is an example of the

extended family working as an efficient unit.

The pack is led by a dominant male and female who are the only breeding pair. Pack hierarchy ensures that when one or both of the dominant pair succumb to death or injury, those second in rank take over as pack leaders.

The female wolf is an attentive mother and the cubs spend weeks playing and fighting among themselves, learning all the gestures and postures they will use to maintain the family traditions.

Humble Beginnings

From a seed no bigger than one from a tomato, California's coast redwood (*Sequoia sempervirens*) may grow to a height of 367 feet and have a width of 22 feet at its base. Imagine a 35-story skyscraper in your city and you have an inkling of the trees' ability to arouse humility.

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Assignment

- Brainstorm a list of meanings that might be associated with each of the following pictures.
- Compare your list with others who may be watching the broadcast with you.

Assignment

Compare these two temporary exhibit panels.

- Do the elements work together to provide opportunities for the audience to make their own intellectual and emotional connections to resource meanings? How?

- Is one panel more effective than the other? Why?

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